Benjamin Moore & Co.

VARNISHES

JAPANS

DRIERS

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Descriptive Catalogue
of
**VARNISHES
JAPANS
DRIERS**

Benjamin Moore & Co.

Paints, Varnishes and Muresco

NEW YORK
CHICAGO
CLEVELAND

ST. LOUIS
CARTERET
TORONTO

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by
Benjamin Moore & Co.

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OUR Varnish factories at Carteret, N. J., Cleveland, Ohio, St. Louis, Mo., and Toronto, Canada, are located so as to give advantageous shipping facilities to the major markets. Their equipment is modern in every sense of the word, and their operating expense as low as it is possible to get it. This allows us to adhere to our policy of producing only high grade goods at the lowest cost consistent with quality and placing them in the hands of the consumer at the most advantageous prices.

Our goods are carefully put up in sealed packages bearing our label and are guaranteed to be exactly as represented.

The Impervo Line of Architectural Finishes represent only the highest grade Varnish for each particular purpose. They are the product of years of experience and may be relied upon for satisfactory results. The line embraces a varnish suitable for every type of work.

Our "Miscellaneous" line is comprised of varnishes for special purposes at prices suitable for less exacting work.

The "Coach and Auto Varnish" line has been kept small so as to eliminate the many duplications commonly found and avoid confusion in selecting the one to use. Like our architectural line, it embraces a varnish suitable for any need.

Our "Japans and Driers" are characterized by their great strength and easy miscibility with oil.

If any special varnishes not listed herein are desired, give complete particulars and we shall be glad to furnish prices and samples. Our equipment and experience enables us to match and furnish special architectural, marine and industrial varnishes for every purpose.

BIRD'S-EYE VIEWS OF VARNISH PLANTS

CARTERET, N. J.

CLEVELAND, OHIO

BIRD'S-EYE VIEWS OF VARNISH PLANTS

ST. LOUIS, MO.

TORONTO, CANADA

IMPERVO BRAND VARNISHES

EXTERIOR SPAR

This is the old-fashioned hard gum, long oil type, which made the term "Spar Varnish" famous. The formula has been modified to answer modern requirements as to drying time, but all the durability has been retained. As indicated by its name, it is an Exterior Varnish, not a "Waterproof" Varnish. Continued immersion in water will cause it to appear slightly smoky, but it will dry out unharmed and as clear and brilliant as before.

This varnish is very elastic and will not show white marks from knocks or scratches. It will not crack from the expansion and contraction of sudden temperature changes.

Dries dust-free in four hours, dry to handle overnight. Hardens in two days. Should not be used indoors, use it anywhere outdoors with the expectation of maximum life.

MARINE SPAR

Marine Spar is for use on boats or any location exposed to similar conditions. It combines great water resistance with extreme durability. When dry it forms a film which is to all practical purposes impervious to water, oils or grease. This film is highly elastic and will give and stretch more than anything it covers, so that the rack and stretch of boats in a seaway will not make it crack.

Marine Spar will not turn white either from water, knocks, or scratches; it will not soften up or get sticky in hot muggy weather, and it will not lose its lustre under constant exposure to the direct rays of the sun.

It is pale in color, dries dust-free in five hours; can be handled in ten or twelve, and hardens in two days.

Use it anywhere that a varnish is exposed to the weather and liable to be submerged or drenched at intervals.

IMPERVO BRAND VARNISHES

MOVAR

This is a universal or general-purpose varnish. In other words, its various properties and characteristics are so balanced that it will give satisfactory results in any service in which varnish may be used.

It is waterproof, elastic, and dries with a brilliant lustre. It is not ruined by accidental wetting with perfumery (alcohol) smelling salts (ammonia) or other every-day chemicals. It may be washed with soap and water, and will not soften with heat of the body when used on furniture. If a dull finish is desired, it may be rubbed with pumice and water in three days. It is so tough and elastic that it will not scratch white and is durable outdoors.

Movar is a pale, easy-working varnish which dries dust-free in four hours and hard in ten. It does not skin in the can.

ELASTIC FLOOR VARNISH

This varnish is made of the best materials to withstand the grinding abuse to which all floors are subject. It contains real fossil gum to make it hard and brilliant and especially processed oils to make it tough. It is so elastic that sand or mud do not grind and powder it away like shellac, but it wears down slowly and evenly like an automobile tire. Heavy furniture may dent the floor but cannot crack the varnish. Rain, dripping umbrellas or an occasional scrubbing will not turn it white like shellac.

It dries dust-free in four and a half hours and may be walked upon in fifteen. Can be rubbed in three days.

Shellac liquid fillers or other brittle "first-coaters" should never be used under floor varnish. (See directions "How to Use Varnish," page 20.)

Primarily intended for floors, this varnish may be satisfactorily used on all interior trim.

IMPERVO BRAND VARNISHES

ELASTIC INTERIOR

A very high grade varnish of the type universally acknowledged to give the most satisfactory service in general interior use.

It is extremely elastic and hence will not show white marks from knocks or scratches, nor will it crack and alligator with age as do cheap rosin or short oil finishes. This varnish has a brilliant lustre that is not dulled by time nor repeated washing. It is especially intended for work to be left in the gloss, but may be rubbed to a dull finish in four or five days. It is waterproof and may be scrubbed with soap and water without harm, or used in bathrooms or on drain-boards.

Elastic Interior is light in color, works easily, and dries out of the way of dust in four and a half hours. It dries hard overnight.

For use on all interior woodwork.

CABINET RUBBING

A general-purpose rubbing varnish made especially for painters' use on interior trim. It is heavy in body and dries with a full round lustre, but levels out perfectly and dries quickly. It dries dust-free in two and a half hours and may be handled in eight. Rubs easily in twenty-four hours without gumming or clogging the felt and will not sweat or flash back a gloss. For use on all interior trim that is to be rubbed to a dull finish, except floors or places that are liable to be frequently wet, such as woodwork around bath-tubs or pantry sinks.

IMPERVO BRAND VARNISHES

DRI-DUL

Dri-Dul is a first-class full-bodied interior varnish, which dries with a beautiful, uniformly dull finish, similar to a rubbed surface. It is pale in color, waterproof, and will not show white scratches. It may be applied over bare wood, but gives best results when the surface is built up as for a gloss varnish and Dri-Dul applied as the finish. Not for use on floors.

Dries dust-free in three hours and can be handled overnight, but takes about three days to harden through.

PALE RUBBING AND POLISHING

Made for varnishing the finest interior finish and cabinet work that is to be rubbed and polished. Made of especially selected and prepared hard gums and oils to give it good color, heavy body, easy working and perfect leveling properties, it fills every requirement for a varnish of this nature. It can be flowed on with a minimum of brushing and will not show sags or runs.

It dries dust-free in three hours and may be rubbed in thirty-six. It will polish in three or four days after rubbing.

HARD DRYING SEAT

This pale varnish is made for seats, pews, and chairs, and will not soften under the heat of the body. It is elastic and washable and will not show white marks from water or knocks and scratches.

Dust-free in four and a half hours, dries in eight, and hardens in twenty-four. May be rubbed to a dull finish in three days.

Use it on church pews, school seats and chairs, automobile steering wheels, closet seats, theatre seats and all similar locations.

4T5 VARNISHES

4T5 FLOOR VARNISH

4T5 Floor is a medium-priced varnish that gives superior satisfaction for the money expended. For best work we recommend our Elastic Floor, but 4T5 may be confidently relied upon to give satisfaction for all ordinary work. For a varnish of this class, it is exceptionally elastic and tough. It will not scratch white and may be washed with soap and water without injury.

Dust-free in four and a half hours and dries in eight. May be walked upon in fifteen hours.

4T5 INTERIOR FINISH

OR

4T5 INSIDE SPAR

A companion varnish to 4T5 Floor, possessing all the excellent qualities of the floor, but modified slightly for use on standing work and trim.

Dust-free in four and a half hours; dry in **eight**.

MISCELLANEOUS VARNISHES

6X7 VARNISHES

Made in Floor and Interior. Two very moderate-priced varnishes, which give remarkable service for the price paid.

Dust-free in four hours and dry in eight. They harden overnight.

EXTRA WHITE DAMAR

A high type damar varnish for painters' use in making white enamels.

It is very pale in color and heavy in body. Mixes perfectly with all white pigments without affecting the color.

NO. 1 DAMAR

Not quite so heavy-bodied nor so pale as our Extra White Damar, but may be used satisfactorily for the same purpose, where cost is a consideration.

EXTRA LIGHT COACH

A pale varnish for interior work that is to be left in the gloss. It is heavy in body and dries with remarkably high lustre. Especially useful in one-coat work.

Dust-free in four hours; hard in eight.

NO. 1 FURNITURE

A pale heavy-bodied varnish for interior use. It is light in color and flows well and dries hard. Will not powder under friction. Dries overnight.

NO. 1 COACH

A reliable varnish for ordinary interior use where cheaper goods than Extra Light Coach will answer the purpose. It is medium light in color, dust-free in two and a half hours, and dries with a full lustre in eight hours.

MISCELLANEOUS VARNISHES

LIGHT HARD OIL FINISH

A medium grade, suitable for ordinary work. Dries in eight hours with a good gloss. Can be rubbed in thirty-six hours, if desired.

BLACK ASPHALTUM

A heavy-bodied, slow-setting, dense black varnish for the protection of ironwork.

JAPANS, DRYERS, ETC.

NO. 17 JAPAN

One of the strongest and best driers known. It is not as brittle as the ordinary "Japan Drier" and very much stronger. Mixes readily with linseed oil in all proportions. Less "No. 17" than ordinary Japan is needed for equal results. For extra hurried work, greater proportions may be used without the usual danger of "burning" the paint.

WHITE JAPAN

A strong pale dryer adapted for use in white and delicate colors. It mixes readily with linseed oil and zinc paints without curdling.

BROWN JAPAN

A good all-around dryer for general purposes. Mixes readily with raw oil.

MOORE'S LIQUID DRYER

A liquid dryer made for use in oil paints and for general purposes. Is strong and reliable in its action in all temperatures.

FRENCH BRONZE LIQUID

For mixing with bronze powder in preparing gold or aluminum paints.

COACH AND AUTO VARNISHES

AUTO-CAR PALE BODY

A very fine varnish for the last or finishing coat on automobiles or carriages. It is pale enough to be used over any color except the most delicate grays or robin's egg blues without affecting the tint. It is very easy working and flows out without brush marks. Dries to handle overnight and may be run out in thirty-six to forty-eight hours. It is unusually durable.

ELASTIC GEAR

For finishing coats on the best gear or chassis work. It is pale in color, works easily, and dries to handle overnight. May be run out in thirty-six to forty-eight hours. This varnish has a high lustre, will not spot from mud, and is not softened by lubricating oil.

ONE-COAT COACH

A full-bodied, easy working, hard drying varnish for hurried jobs on bodies and chasses. It brushes and flows very well, but dries hard overnight; is sufficiently heavy in body and full in gloss to do a very presentable job in one coat. It is unaffected by mud, road tar or lubricating oils. A superior varnish for repair work.

AUTO CAR PALE RUBBING

A very pale rubbing varnish for undercoat work on automobiles, carriages, etc. It is so pale that it can be used over light colors without unduly affecting the tint. This varnish brushes easily and levels perfectly. It will take a close rub in thirty-six to forty-eight hours without gumming up or sweating.

BLACK RUBBING

A dense black rubbing which works easily, covers well, dries quickly, and does not settle out hard in the can. May be rubbed in thirty-six hours without sweating.

HOW TO USE VARNISH

It is not safe to varnish when the temperature is below 65° F. This applies to the air in the room where the work is being done, to the varnish itself, and to the object to be finished. If the varnish or the surface it is to cover is cold, the varnish will not flow out properly and the job will show brush marks and runs.

If in addition the air is cold, the varnish cannot dry properly. It may remain sticky for days or dry flat or crack.

Always use a clean brush. A dirty brush will cause the varnish finish to appear gritty. A new brush often has camphor in the bristles to protect them from moths. This works out and has the same effect as dirt in the varnish.

If the surface is dusty, this will work up into the varnish and spoil the finish. Be sure it is clean.

If there is any polishing oil or wax on the surface, the varnish will "crawl" or pull together and will not dry. In a case of this kind wash the surface with suitable solvent and wipe off with a clean cloth.

ON NEW WORK, that is wood which has never been varnished before, the procedure is slightly different than on old work. New open-grained woods such as oak, ash, hickory, or chestnut, should first be filled with a good paste wood filler.

(If these woods are to be stained, use a penetrating oil stain before the filler.) The filler should of course be of the proper color and will often take the place of stain.

This is applied freely and worked well into the pores of the wood with no attempt to leave a smooth surface. When it has "set" or begun to appear flat, the excess is rubbed off across the grain with rags, burlap or excelsior. This leaves the pores filled but none on the surface. Allow to harden thoroughly—at least overnight—and then sandpaper with No. 0 or No. 00 sandpaper. Always sandpaper with the grain of the wood. If you rub across it will leave scratches, which each succeeding coat of varnish magnifies.

Dust off carefully and apply two or three coats of the proper varnish just as it comes from the can. Each coat should be allowed to harden thoroughly—two or three days—and sandpapered lightly (using 00 paper and rubbing with the grain) before the following coat is applied.

For new work on close-grained woods such as cherry, birch, maple, etc., do *not* use a paste filler. Thin the first coat of varnish, using a little more

than a pint of turpentine to a gallon of varnish. Apply this direct to the wood and it will penetrate the fibre and form a perfect bond for the succeeding coats. When this has thoroughly dried, sandpaper and follow with two or three coats of full-bodied varnish as it comes from the can.

Any stain should be applied before the first coat of varnish as for open-grained woods.

REFINISHING OLD WORK. First be sure the surface is perfectly clean. Be especially careful to remove all trace of polishing wax or oil as these cause more varnish trouble than anything else. Proceed according to conditions as mentioned below:

1. If the old surface is in good condition, it will only be necessary to wash off grease and finger-marks, sandpaper lightly with No. 00 sandpaper to take down the gloss, and apply a coat of full-bodied varnish.

2. If the old varnish is worn away in spots, but the rest of the surface is in good shape, proceed as follows: Thoroughly scrub with washing soda and water. If the worn spots have dirt ground in, bleach with oxalic acid. Rinse thoroughly with clear water and allow to dry out bone dry. Sandpaper the bare spots and go over them with varnish which has been thinned slightly as for close-grained wood. When these spots have dried go over the entire surface with full-bodied varnish.

3. If the old varnish is badly cracked, scratched, or worn, it is best to take it off down to the bare wood with a good varnish remover. These nearly all contain wax and it is necessary to remove this with some suitable volatile solvent such as benzine or gasoline. When this is done, proceed exactly as if the wood had never been finished before.

4. If the work is to be stained a different color, prepare the surface as above and apply an even coat of "ground color." When this has hardened, sandpaper lightly and grain it with a graining tool and graining compound. This is really quite simple and only requires a little practice to give a creditable imitation of expensive woods. Then brush on an even coat of the proper color varnish. If an extra high finish is desired, this may be sandpapered and followed by a coat of clear varnish. However, this is not usually necessary.

WHAT VARNISH TO USE

All varnishes are not the same. They are made with various proportions of some seven or eight ingredients. According to how these ingredients

are put together, the varnish will or will not be satisfactory for a given use. All good varnishes will stand water for a limited length of time; that is to say, any good varnish may be washed and mopped up without turning white. Any good spar varnish will stand constant wetting for hours and a "water-proof" varnish should stand immersion for days. However, water is not the only element which a varnish is called upon to withstand.

The varnish chosen for any particular job should have its qualities balanced in the same proportion as are the various elements of destruction which will attack it. For example, the varnish for the bottom of a canoe or drain-board of a sink should be water-proof to the highest degree because water is the strongest force of destruction in those locations. For a front door, however, elasticity is the greatest factor, for sunlight and temperature changes will ruin a varnish here sooner than rain, which does not lie on it but runs off immediately.

The manufacturer has studied these various conditions and the varnishes to meet them and can recommend the best varnish for any purpose. The consumer can safely leave the choice of varnish to him.

There is one type of varnish which has come into great demand in recent years. This is the so-called all-purpose or universal varnish. In this type of varnish all of its various properties are or should be brought up to the same degree of resistance. In other words, it will withstand any kind of abuse with equal satisfaction. Such a varnish fills a very real need where one varnish is desired to meet various conditions instead of having to use several.

The following chart shows which Moore Varnish to use for any particular purpose and price.

Automobiles:

Bodies:	Auto Car Pale Body	Auto Car Pale Rubbing
	Wearing Body	Quick Rubbing
	One Coat Coach	Black Rubbing
Fenders:	Durable Gear	
	One Coat Coach	
	Black Automobile Enamel	
Wheels:	Auto Car Pale Gear	
	Elastic Gear	
Steering Wheels:	Movar	
	Hard Drying Seat	
Running Boards:	Movar	
	4T5	

- Anchor Stocks:
Movar, Marine Spar
- Bathrooms:
Movar, Elastic Interior
- Beach Chairs:
Exterior Spar, Marine Spar, Movar
- Boats:
Marine Spar, Movar, Exterior Spar
- Cabinet Work:
Cabinet Rubbing, Pale Rubbing and Polishing
Movar, Dri-Dul
- Canoes:
Movar, Marine Spar
- Church Pews—
Chairs —:
Hard Drying Seat
- Closet Seats:
Hard Drying Seat, Movar
- Decks:
Marine Spar, Movar
- Desks:
Movar, Elastic Interior, Cabinet Rubbing
Hard Drying Seat
- Drain Boards:
Movar
- Fishing Rods:
Exterior Spar, Movar
- Floors:
Elastic Floor, Movar, 4T5 Floor, 6X7 Floor
Linoleum Varnish
- Front Doors:
Exterior Spar, Movar
- Furniture:
Cabinet Rubbing, Pale Rubbing and Polishing
Hard Drying Seat Varnish, Movar
- Golf Sticks:
Movar, Hard Drying Seat
- Ice-Boats:
Movar, Marine Spar

Ice Boxes:

Movar

Lawn Furniture, Swings, etc.:

Exterior Spar, Movar

Lighthouses:

Marine Spar, Exterior Spar, Movar

Linoleum:

Linoleum Varnish, Movar, 4T5 Floor

Paddles:

Movar, Marine Spar

Porch Ceilings:

Exterior Spar, Marine Spar, Movar

Porch Furniture, Rails, Pillars, etc.:

Exterior Spar, Marine Spar, Movar

Radio Cabinets:

Cabinet Rubbing, Movar, Dri-Dul

Refrigerators:

Movar

Seats:

Hard Drying Seat, Movar

Signs:

Exterior Spar, Marine Spar, Movar

Sleds:

Exterior Spar, Movar, Marine Spar

Spars:

Marine Spar, Movar, Exterior Spar

Store Fronts:

Exterior Spar, Movar, Marine Spar

Surf Boards:

Movar, Marine Spar

Tennis Rackets:

Movar

Theatre Seats:

Hard Drying Seat, Movar

Trim, Interior:

Elastic Interior, Movar, Cabinet Rubbing, Dri-Dul, 4T5 Interior, Extra Light Coach, Light Hard Oil Finish, No. 1 Furniture

Wagons:

Durable Gear, One-Coat Coach, Wagon Coach, Exterior Spar, Movar